



City of Santa Barbara
Parks and Recreation Department

Memorandum

DATE: December 16, 2009

TO: Creeks Restoration/Water Quality Improvement Program
Citizen Advisory Committee

FROM: Cameron Benson, Creeks Restoration/Clean Water Manager

SUBJECT: Creeks Restoration and Water Quality Improvement Division
Program Funding Guidelines

COMMITTEE DIRECTION – FOR ACTION

1. Review the Council-Approved Creeks Program Funding Guidelines and Municipal Code Section 4.09.020;
2. Approve the Staff Recommendation to Reaffirm the Creeks Program Funding Guidelines as Written.

DISCUSSION

Measure B was passed by Santa Barbara voters in November 2000. The measure increased the City's transient occupancy tax by two percent, and directed that the additional funds raised be "used to fund programs to improve the quality of storm waters and other surface waters discharged into the Pacific Ocean, to carry out creek restoration improvements, and for projects or programs to improve the quality of onshore or offshore waters." (See Attached Ordinance).

Soon after the ordinance passed, and the Creeks Restoration and Water Quality Improvement Division was established, it became apparent that written guidelines for the expenditure of Measure B funds were needed to direct work efforts over the long-term and to ensure that the future expenditure of funds remains consistent with the purpose and intent of Measure B. City staff and the Creeks Restoration/Water Quality Improvement Program Citizen Advisory Committee (Creeks Advisory Committee) invested considerable time and effort to develop and adopt the "Creeks Program Funding Guidelines." The Creeks Advisory Committee unanimously adopted the recommended guidelines at a public hearing in December 2002, and subsequently voted to forward the

guidelines to City Council for formal approval. Council unanimously approved the Creeks Program Funding Guidelines in April 2003. (See Attached Creeks Program Funding Guidelines).

Since being approved, the Creeks Program Funding Guidelines have been used to make decisions regarding the use of Measure B funds. Creeks Division staff and Creeks Advisory Committee members review proposed budget and capital program expenditures for consistency with the guidelines. The Creeks Division also refers members of the public and other entities to the guidelines to determine whether potential new projects or programs may be funded with Measure B funds.

During the City Council deliberations regarding the Creeks Division's Fiscal Year 2010 budget, a Councilmember suggested revisiting the adopted Creeks Program Funding Guidelines in light of the current economic downturn and corresponding decrease in tax revenues to the City. Specifically, the Councilmember raised a question about whether Measure B funds should be used to supplant funds from the General Fund for existing programs such as beach raking and grooming. The Councilmember requested the Committee's feedback on the proposal. The Creeks Advisory Committee briefly discussed this issue at its May 13, 2009 meeting, and generally concluded that the proposal violated the original intent of Measure B by using Measure B funds to backfill an existing General Fund program. At that time, a number of Committee members requested that the broader policy question regarding future use of Measure B funds be brought back to the Committee as a noticed agenda item for full discussion.

The existing Creeks Program Funding Guidelines have served the program and community very well. The guidelines are clear, comprehensive, consistent with the ordinance, and reflect the intent of the voting public who supported the passage of Measure B. For these reasons, staff recommends that the Creeks Advisory Committee re-affirm the existing Creeks Program Funding Guidelines.

cc: Jill E. Zachary, Assistant Parks and Recreation Director

Chapter 4.09

ADDITIONAL TRANSIENT OCCUPANCY TAX OR IMPROVEMENT OF WATERS AND CREEKS

Sections:

4.09.010 Tax Imposed, Payment, Debt.
4.09.020 Use of Tax Proceeds.

4.09.030 Applicable Definitions and Procedures.

4.09.010 Tax Imposed, Payment, Debt.

For the privilege of occupancy in any hotel, each transient is subject to and shall pay a tax, in addition to the tax imposed by Chapter 4.08 of the Santa Barbara Municipal Code, in the amount of two percent (2%) of the rent charged by the operator. The tax constitutes a debt owed by the transient to the City, which is extinguished only by payment to the operator or to the City. The transient shall pay the tax to the operator of the hotel at the time the rent is paid. If the rent is paid in installments, a proportionate share of the tax shall be paid with each installment. The unpaid tax shall be due upon the transient ceasing to occupy space in the hotel. If for any reason the tax due is not paid to the operator of the hotel, the Director of Finance may require that such tax shall be paid directly to the Director of Finance. (Ord. 5173, 2000.)

4.09.020 Use of Tax Proceeds.

From and after the effective date of the ordinance adding this chapter to the Municipal Code, the revenues collected under this chapter shall be deposited in a special fund and shall be appropriated therefrom and used to fund programs to improve the quality of storm waters and other surface waters discharged into the Pacific Ocean, to carry out creek restoration improvements, and for projects or programs to improve the quality of onshore or offshore waters. (Ord. 5173, 2000.)

4.09.030 Applicable Definitions and Procedures.

All terms used herein shall be as defined in Chapter 4.08 of the Santa Barbara Municipal Code and all procedures for the imposition, registration, reporting, calculation of interest and penalties, collection, refund and appeals shall be as provided in Chapter 4.08. The definitions of such terms and the procedures for imposition, registration, reporting, calculation of interest and penalties, collection, refund and appeals may be modified, expanded or otherwise amended from time to time by the City Council of the City of Santa Barbara taking action by ordinance as provided by the City Charter or otherwise provided by law. (Ord. 5173, 2000.)



City of Santa Barbara
Parks and Recreation Department

Memorandum

DATE: February 12, 2003

TO: Mayor and Council

FROM: Creeks Restoration and Water Quality Improvement Program Citizen Advisory Committee

SUBJECT: Creeks Program Funding Guidelines

The Creeks Citizens Advisory Committee has focused considerable attention on articulating the need to have clear and precise methods for determining the proper use of Measure B Funds. After much discussion, we are pleased to have arrived at our "Recommended Creeks Program Funding Guidelines." We believe that they accurately reflect the spirit of the Measure. If used consistently, they will ensure that the restricted funds are used appropriately and as articulated by the goals and objectives adopted by the Committee and Council. These guidelines provide clear direction to Council for determining the appropriate use of Measure B funds. Their purpose is to be used as a checklist against which one would compare future funding requests. If the project is not consistent with the guidelines, or fails to meet the "Threshold Funding Criteria," contained within, we would ask that such a project not be funded from Measure B.

However, there may be instances when a project meets these standards and criteria, which may indeed have direct water quality benefits, but still are not appropriate uses of Measure B funds. The Threshold Funding Criteria speak to the issue of existing programs, and that they should not be supplanted by new initiatives to use Measure B funds. What are not addressed are the many future projects that will appear before Council for funding that should not be funded by the Creeks Program. Some clear examples would be programs that are required for regulatory compliance by cities similar to Santa Barbara. A current example of this would be the permit fees for the NPDES permit, which will not be paid out of Measure B funds.

Other projects that we believe should not be funded by the Creeks Program include those that other municipalities would still fund without a program such as Measure B. One example would be litter reduction and trash collection in our City parks, which are adjacent to creeks. Clearly, removing litter from the park itself would lessen the chance that the litter would end up in the creek. Some might see this as a direct influence on water quality. However, even if it were seen as a direct benefit to the creek itself, the fact remains that cities have a duty to keep their parks clean, regardless of their proximity to a creek.

The Creeks Citizens Advisory Committee is dedicated to the task of enhancing our city's beauty and its value to our citizens and tourists by addressing the issues of water quality in our onshore and offshore flows, as well as by restoring our creeks to their natural beauty and function. We provide these guidelines to address the mandate given us by the citizens who voted for the Measure, and our primary source of funding, the Hotel/Lodging industry.

We encourage you to adopt and apply these funding guidelines as submitted. We would also urge you to watch for future programs that may pass the guidelines, but still may not be appropriate for Measure B funding. We look forward to working with you in keeping our water clean and our creeks beautiful.

**RECOMMENDED
CREEKS PROGRAM FUNDING GUIDELINES
February 12, 2003**

Purpose

To determine whether a project or program is eligible for Creeks Program funds.

Application

City projects and programs
City/County/Community organization cooperative efforts

General Areas

Water Quality Improvement – To improve creek and ocean water quality through reduction of pollution in storm water and urban runoff that enters City creeks.

Creek Restoration – To restore riparian and aquatic habitat to improve the condition and function of City creeks and to increase open space and passive recreation opportunities on City parcels

Policy and Planning – To undertake planning and policy studies to assist in the achievement of creek restoration and water quality improvement objectives.

Public Information and Education – The development of materials and implementation of programs that support the City's creek restoration and water quality improvement objectives.

Projects/Programs

Water Quality

1. Pilot programs to evaluate the effectiveness of BMPs such as storm water interceptors, catch basin filters, oil/water separators and nonstructural BMPs such as biofilters, detention basins, etc.
2. Maintenance of infrastructure such as storm water interceptors and catch basin filters and other nonstructural BMPs that prove to be effective in improving water quality
3. Creek water quality monitoring
4. Creek Clean-ups
5. Enforcement of City storm water ordinances
6. Technical assistance and training for businesses, construction industry and landowners regarding codes and BMPs
7. Research related to methods to measure sources of bacterial water pollution

Restoration

1. Riparian and aquatic habitat restoration on City-owned parcels – including bank modification/stabilization, removal of non-natives and revegetation, removal of fish passage barriers, etc
2. Native plant nursery
3. Technical assistance for landowners interested in native plant revegetation
4. Collaborative support for projects and programs of other agencies and organizations

Policy and Planning

1. Revision of City codes, standards and policies related to storm water, urban runoff and protection of creek resources
2. Technical assistance to developers, construction companies, architects, etc regarding appropriate methods and policy compliance
3. Preparation of watershed plans
4. Special studies to determine appropriate approach to selection and implementation of structural and nonstructural water quality improvement projects
5. Preparation of NPDES Storm Water Management Program

Public Information and Education

1. Media efforts to inform the community about City projects and programs
2. Media efforts to educate the community about pollution reduction
3. Interpretive programs for restoration project sites (signage, field days)
4. Demonstration sites for water quality improvement and restoration projects
5. Technical assistance to landowners with interest in restoring private property
6. Educational materials and programs for school children
7. Educational materials and programs for businesses
8. Neighborhood outreach programs for residents
9. Public presentation materials – displays, maps, etc.

Unsolicited Project Idea Consideration Process

1. Any individual, organization, business, City department or other public agency may attend a regular CAC meeting to present a project proposal to the Committee during the public comment period.
2. A proposal presented during public comment that warrants further discussion would be placed on the agenda of a future regularly notice public meeting. The Creeks Restoration/Clean Water Manager and the Chair will determine the appropriate meeting in which to consider the proposal.
3. At the meeting in which the proposal is considered, the CAC could take any of the following actions:
 - Recommend that the proposal not receive further consideration

- Request that the Creeks Restoration/Clean Water Manager further consider the concept, gather additional information, determine whether there are funds available for the proposal, and provide the Committee with a recommendation
 - Form a sub-committee to investigate the concept further
 - Recommend the delay of further discussion of the proposal until a future time which could include a new budget cycle or related agenda item
 - If it is determined that funds may be available, recommend that a process for funding the proposal be initiated
4. A proposal that is recommended by the Advisory Committee and City Staff would be forwarded to the Parks and Recreation Director, City Administrator and City Council for approval and in accordance with City appropriate policy.

Threshold Funding Criteria-

1. Project, program or service must be new or an expansion of a program, neither of which replaces funds otherwise available.
2. Project or program must demonstrate direct link to water quality improvement or creek restoration in a cost effective manner.
3. Project or program must identify specific benefits, costs, desired outcomes and methods of gauging project success.
4. Project could include a public information component, where feasible.
5. Project must include a budget detailing all proposed expenditures and minimize administrative costs.
6. Project must be responsive to the Creek Restoration/Clean Water goals and objectives.
7. Project must show funding efficiencies, collaboration and other resources in addition to Measure B funds.